

Arizona's Four Branches Bourbon Helps Raise a Glass to Veterans

Written by Audrey Lippert
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[Four Branches](#), a spirit company founded by four veterans, is on a mission is to deliver “exceptional expressions of fine bourbon” while honoring the sacrifices of those serving and sharing their stories.

Since its inception in 2023, the company has raised \$400,000 to support Veterans, first responders and their families [Folds of Honor](#), an organization dedicated to providing scholarships to the spouses and children of America's fallen or disabled military personnel; The [Third Option Foundation](#), an organization that aims to heal, support and honor the officers of the CIA Special Activities Center; and [The Special Forces Association](#), an organization that educates the public on the history, present and future development of the U.S. Army Special Forces.



“It has been a privilege to support the fundraising efforts of these vital organizations and reach this milestone in such a short period of time,” Co-founder Mike Trott said. “We did not expect such an outpouring of support to rally around Four Branches. It’s an honor to give back.”

Prior to the launch of the company, the four co-founders met with several experts in the distilling industry, including Bardstown Bourbon Company and legendary Bourbon Hall of Fame Master Distiller Steve Nally. Guided in the blending room by Nally, Four Branches’ first release was the award-winning Founders blend, made using a unique four-grain mash blend of corn, rye, malted barley, and wheat from barrels between four and seven years old.

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"The inspiration for Four Branches came from a fellow Marine and CIA contract officer, Greg Wright, Jr., who sacrificed his life to help save others while on a mission in the Middle East," co-founder Rick Franco said. "We are deeply inspired by his courage and giving back to Veteran organizations. Helping to raise awareness about those who serve and their families was an important bond on which we built this company."

Throughout 2024, the Founders blend racked up awards. Amongst its honors were a Double Gold medal at the SIP awards, a Gold Medal at the American Spirits Council Ascot awards competition, and a Gold Medal in the 2024 PROOF Awards in the Masked Testing. One of Four Branches' unique brand messages is Sip to Remember, which the founders wish to convey the importance of instead of "drinking to forget." Bottles of the Founders Blend have been auctioned off at national fundraising events for an excess of \$20,000. The Four Branches Founders Blend is available in select retail stores, restaurants and bars in Arizona. For more information visit fourbranches.com.